

B.E. Instrumentation Engineering Sixth Semester
IN601 - Professional Management Techniques

P. Pages : 2

Time : Three Hours



GUG/W/18/1707

Max. Marks : 80

- Notes :
1. Same Answer book must be used for each question.
 2. All questions carry marks as indicated.
 3. Due credit will be given to neatness and adequate dimensions.
 4. Assume suitable data wherever necessary.
 5. Illustrate your answers wherever necessary with the help of neat sketches.

1. a) Distinguish between administration, management and organisation. 8
- b) Describe in detail authority and responsibility. 8

OR

2. a) Discuss in detail various functions of management. 8
- b) Illustrate the formation and working of organization. 8
3. a) Illustrate the concept of performance appraisal & merit rating. 8
- b) Discuss the necessity of manpower planning in personnel management. 8

OR

4. a) Write short note on. 8
- i) Selection & training of staff.
- ii) Wage administration & system of wage.
- b) Describe the necessity of motivation and incentives for the staff. 8
5. a) Give an example for the concept of tender and comparative statement. 8
- b) Discuss the term cost of inventory and write its impact on cost of product. 8

OR

6. a) Illustrate the term inspection and quality control. 8
- b) Write the functions of storekeeper in store management. 8
7. a) Clarify the roll of advertising and promotion in marketing management. 8
- b) Discuss the term marketing research & its impact on marketing. 8

OR

8. a) Illustrate the term pricing and skimming pricing. 8

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| | b) | Write about concept of selling and marketing. | 8 |
| 9. | a) | Describe patent and patent rights with example. | 8 |
| | b) | Give in detail impact of international trade on economy of country. | 8 |

OR

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|-----|------------------------|---------------------------------------|----|
| 10. | Write in brief about : | | 16 |
| | a) | Government aids for export promotion. | |
| | b) | MODVAT. | |
| | c) | Cost involved in exporting a product. | |
| | d) | Export houses. | |
